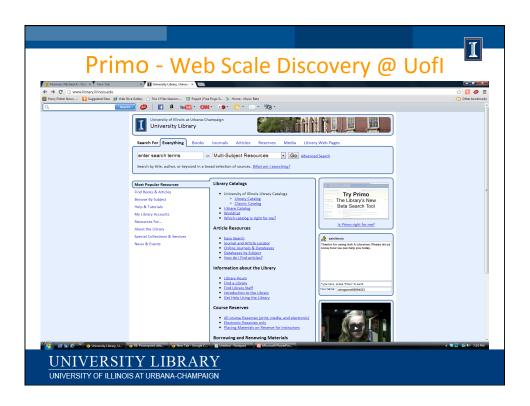
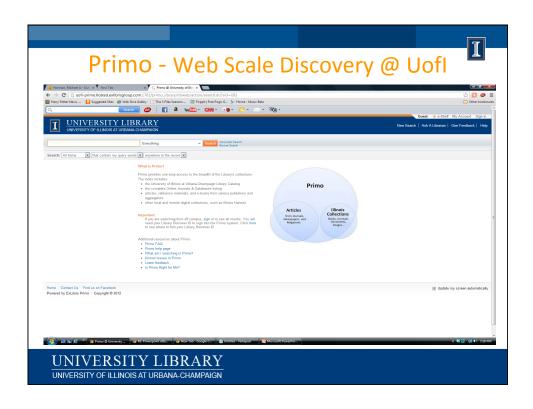


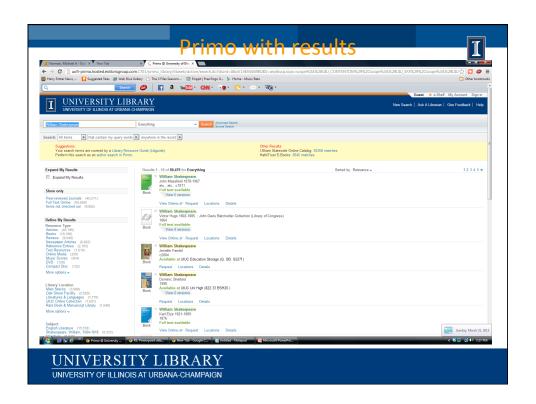
Primo @ University of Illinois

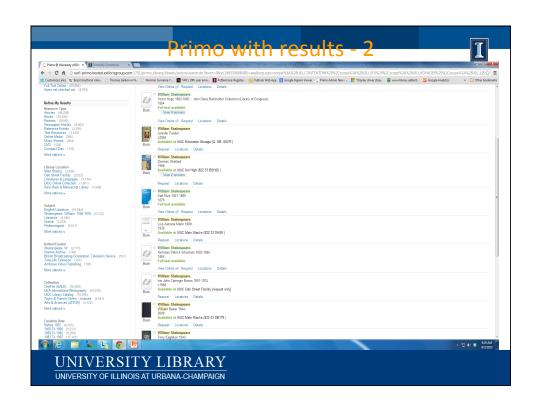
Michael A. Norman Head of Content Access Management manorman@illinois.edu

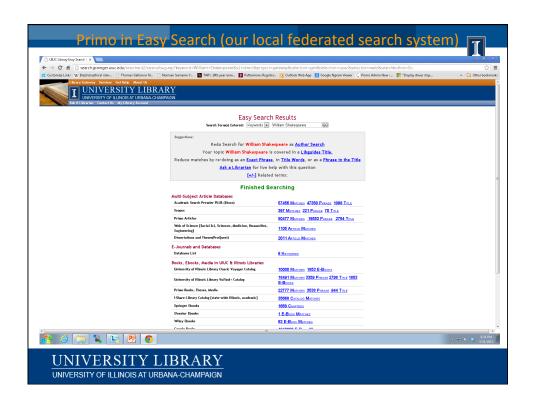
April 3, 2013











Why Primo?

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- Web-scale discovery systems, like Primo are becoming more and more commonplace in academic libraries; many of our peer institutions had already implemented such systems.
- User studies also show that library users are interested in being able to get different types of library materials from within one interface, which web-scale discovery systems attempt to do as seamlessly as possible.
- For these reasons, we had a small group within the Library has been looking at these systems for several years before we chose Primo.

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More, Why Primo?



- We did look at other products, including EBSCO's Discovery Service (EDS), Proquest's Summon, OCLC's WorldCat Local.
- They all had pluses and minuses and often gave preferential treatment to each vendor's resources, particularly EBSCO and Proquest. We liked that it was content agnostic and not tied to a particular vendor.
- We went with Primo because it best integrated a large number of resources we have from multiple vendors under one interface.
- We also liked that they wanted to partner with us and integrate some factors of Easy Search, such as a custom tile.
- We got Student/IT Fee money to support Primo for 3 years and have 2 visiting faculty positions in order to make our implementation as good as we could.

Timeline: Work to Implement

- We signed contract in December 2011
- Submit sample of Voyager Catalog extract (about 200,000 records in January; submitted pathways to IDEALS and ContentDM collections; Access to SFX Knowledgebase
- Participated in series of 10 webinars to learn various components of Primo; had two Ex Libris assigned to us to guide us through the implementation
- Gained access to the Primo Back Office in May, 2012
- Worked with CARLI (thank you Gordon!) to extract and set up load of Library's records into Primo (6.3 million records) – Finished late August 2012
- Worked with CARLI to have automated process set up for new records added to Voyager added each day
- Worked to customize Primo the way we wanted it to look to public (hired one programmer and one metadata librarian to help with set up
- Went live to Library October to get opinions on what worked and did not work
- Did user testing of interface, advanced search page, and search results
- Went live to public on Feb. 13, 2013 -- Still in beta phase

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What is Primo?



Primo provides one-stop access to the breadth of the Library's collections. The index includes:

- the University of Illinois at Urbana-Champaign Library Catalog
- the complete Online Journals & Databases listing (our SFX A to Z list)
- millions of articles, reference materials, and e-books from various publishers and aggregators from the Primo Central Index
- other local and remote digital collections, such as Illinois Harvest, ContentDM, IDEALS (institute repository), and LibGuides



What Primo is not

- Primo does not provide access to "all" of the Library's collection
- Content currently not in Primo include:
 - Not all electronic resources we have purchased or have access to, only those available in Primo Central Index (it does include many of our e-serials and e-book collections)
 - I-Share
 - EBSCO (requires separate search)
 - Scopus
 - ARTstor
 - HathiTrust (we have chosen not to activate because of issues with duplication)



When to use Primo



- Web-scale discovery tools are new, and their role is still evolving.
- Situations when Primo could be helpful:
 - Search across books and articles for a known item - Primo does very well with known item searches
 - Find a variety of resources with one search and one interface
 - Research an unfamiliar topic
 - Subject databases are still very important; Primo does not replace the need for these subject based A&I services

Components of Primo

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- Single Search box
- Search pre-filters
- Search Scopes
- Facets
- Information tiles
- Advanced Search Screen
- Importance of SFX/OpenURL linking to Primo
- Custom Tile

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Info about Primo



- Coverage Primo Central coverage is quite impressive, going back to volume 1 for many journals by publisher including Elsevier, Springer, Wiley, Taylor & Francis, Cambridge, Oxford, JSTOR – if you have paid access to backfiles
- Overlap with other A & I's (can activate Web of Science and eventually Scopus)
- Duplicate Records Deduplication of journal articles is important feature of Primo but not everything gets dedupped
- FRBRization
- Author search

Info about Primo



- People from on campus and off campus can access Primo. On campus (or through VPN), Primo can recognize IP addresses and allow users to access those collections where authentication is needed.
- Off campus, users affiliated with UIUC can log into Primo through their user account (currently using same authenication we use for Voyager); can also use LDAP, Active Directory, and Shibboleth
- To link out to online content, using SFX OpenURL service integrated into the Primo service, we use EZProxy and Shibboleth
- Library users not affiliated with UIUC can still search Primo, however there are some results they would not see, including Web of Science, MLA, GeoRef, EBSCO

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More info about Primo and Ex Libris



- You have option of using Primo interface, or Primo API (see Brigham Young University or Northwestern Medical Library to see examples of Primo API), or Primo Web Services (we are still investigating this)
- Any labels, titles, services, search scopes, tiles, facets, etc., you have the ability to go in and change to whatever you want to call or name it.
- Easy to brand with headers, footers, or your custom CSS
- Can brand the Primo mobile interface

Info about Primo and Ex Libris

- Implementation went quite well. We did have to put a lot of time into set up the harvesting pipes)of metadata from various collections), normalization rules for metadata, and customizing the interface
- Ex Libris did provide appropriate level of assistance during the implementation and also following up with Incident Reports
- Many times, assistance from other libraries (international in scope) give invaluable help on the Primo-L listserv
- We went with the hosted service for Primo, which is a change for UIUC but with the frequent upgrades to the system and server, we thought have that expertise from Ex Libris would be better way to go
- Spent a lot of time reading over the documentation for Primo
- One of the reasons we went with Primo was the ability to customize. Basically, you can change just about anything with the interface, as long as you put the work into it.